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15 SECONDS FROM NOW YOU WILL KNOW ~ the vital difference 1003071163 between PHILIP MORRIS and other cigarettes ( READ IT-the findings\* of a group of distinguished doctors: WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE OF IRRITATION OF THE NOSE OR THROAT, DUE TO SMOKING, CLEARED COMPLETELY OR DEFINITELY IM-PROVED! NOW TRY IT-enjoy the world's finest tobaccos ... plus superiority for the nose and throat that is recognized by eminent medical authorities. No other eigarette can make that statement! \*Reported in authori-tative medical journals

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Source: https://www.industrydocuments.ucsf.edu/docs/frkk0000